3) A computer system of advertising to at least one viewer wherein by permitting display to such at least one viewer of at least one advertisement of at least one advertiser, such viewer may qualify to win at least one prize, comprising:

a) displaying such advertisement to such viewer for a first period of time; and

b) displaying to such viewer, in connection with such displaying of such advertisement, an immediate opportunity to submit at least one entry to win such at least one prize;

c) wherein such viewer is offered such immediate opportunity only after such advertisement has been displayed to such viewer for a second period of time;

d) wherein such immediate opportunity is offered to such viewer only for a third period of time;

e) wherein the second period of time is no more than about the first period of time; and

f) wherein the third period of time is ~~no less than about five seconds~~ a limited period of time.

8) The system according to Claim 3 wherein the third period of time is no less than five seconds and no more than about thirty seconds.

23) A computer system of advertising to at least one viewer wherein, by viewing at least one advertisement of an advertiser, such viewer may qualify to win at least one prize, comprising:

a) storing a plurality of such advertisements on at least one server;

b) registering a plurality of such viewers by obtaining viewer information data for each such viewer including at least such viewers' contact information; and

c) implementing display of at least two of such plurality of such advertisements to at least one selected viewer for display in series on a viewer interface device, such implementing being structured and arranged to provide

i) displaying of each individual advertisement to such selected viewer for a first period of time,

ii)   displaying to such selected viewer, in connection with the display of such individual advertisement, of an immediate opportunity to submit at least one entry to win such at least one prize,

iii)   wherein such selected viewer is offered such immediate opportunity only after such individual advertisement has been displayed to such selected viewer for a second period of time,

iv)   wherein such immediate opportunity is offered to such selected viewer only for a third period of time,

v)   wherein the second period of time is no more than about the first period of time, and

vi)   wherein the third period of time is ~~no less than about five seconds~~ a limited period of time; and

d)   determining for each such individual advertisement whether each such selected viewer chose to submit an entry for the associated prize;

e)   identifying any such selected viewers, who chose to submit an entry, as entrants;

f)   selecting at least one such entrant as a winner to receive such at least one prize; and notifying such at least one winner of a winning of such at least one prize.

28)   The system according to Claim 23 wherein the third period of time is no less than five seconds and no more than about thirty seconds.

41)   A computer system of advertising to at least one viewer wherein by permitting display to such at least one viewer of at least one advertisement of at least one advertiser, such viewer may qualify to win at least one prize, comprising:

a)   means for displaying such advertisement to such viewer for a first period of time; and

b)   means for displaying to such viewer, in connection with such displaying of such advertisement, an immediate opportunity to submit at least one entry to win such at least one prize, so that

i)   such viewer is offered such immediate opportunity only after such advertisement has been displayed to such viewer for a second period of time, and

ii)   such immediate opportunity is offered to such viewer only for a third period of time;

c)   wherein the second period of time is set at no more than about the first period of time; and

d)   wherein the third period of time is ~~set at no less than about five seconds~~ a limited period of time.

46)   The system according to Claim 41 wherein the third period of time is set at no less than five seconds and no more than about thirty seconds.